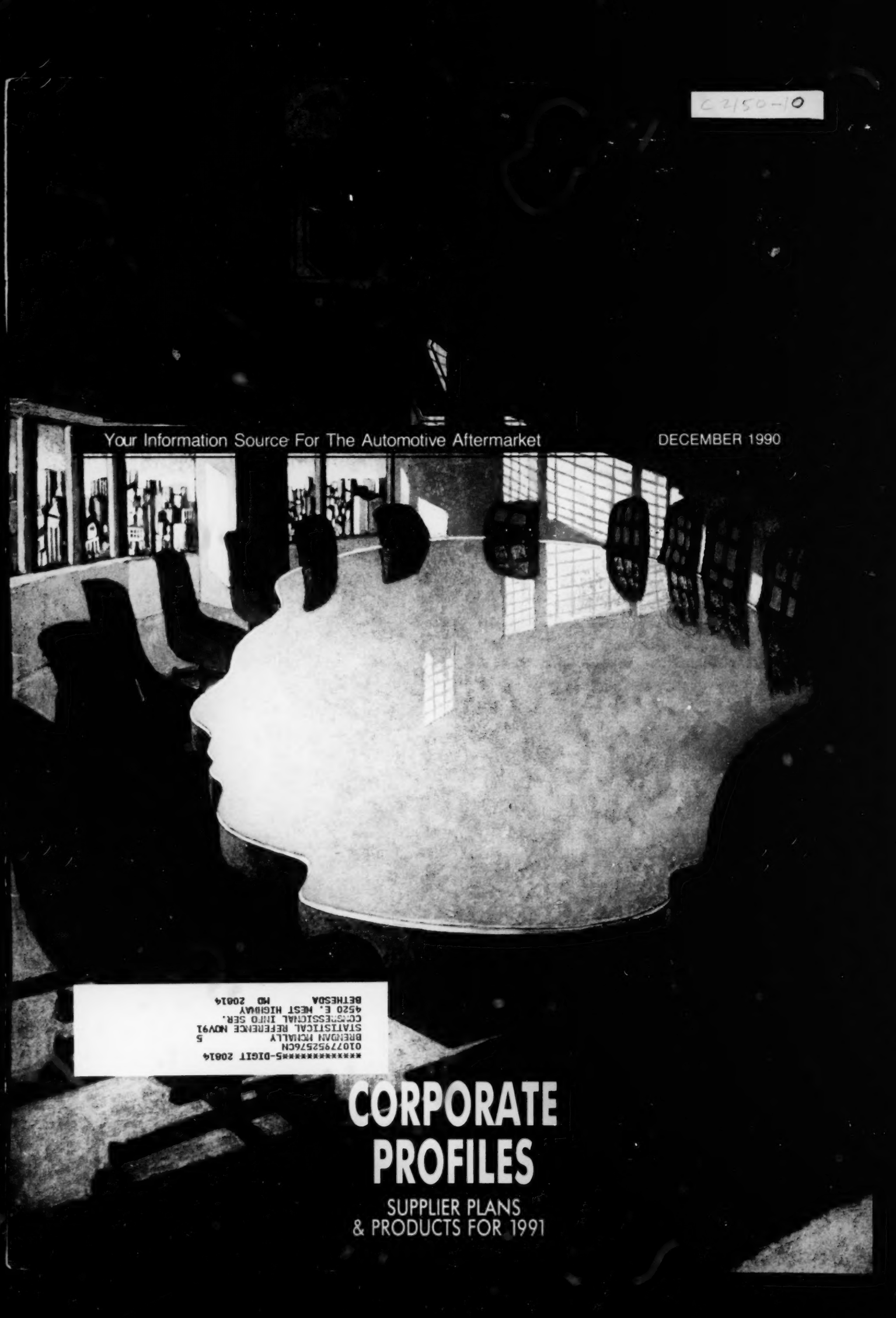
C250-10



Your Information Source For The Automotive Aftermarket

DECEMBER 1990

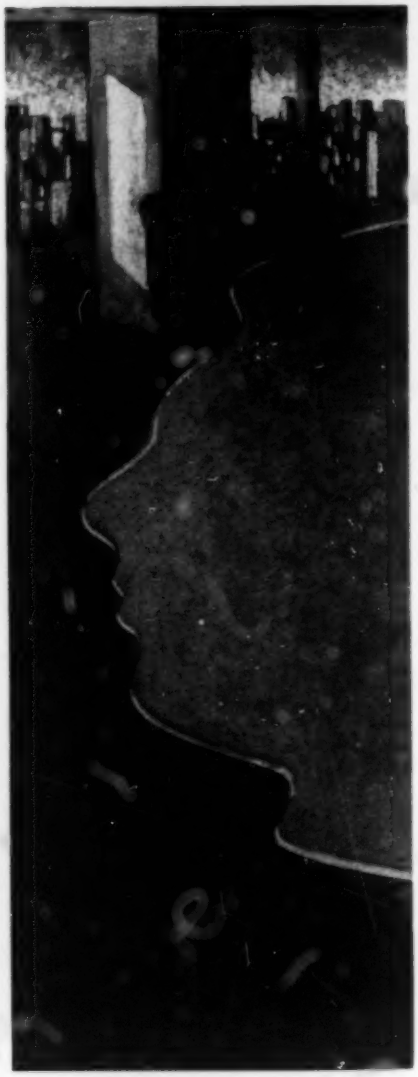
**********5-DIGIT 20814
01077952576CN
BRENDAN MCNALLY 5
STATISTICAL REFERENCE NOV91
CONGRESSIONAL INFO SER.
4520 E. WEST HIGHWAY
BETHESDA MD 20814

CORPORATE PROFILES

SUPPLIER PLANS & PRODUCTS FOR 1991

Chilton's
AUTOMOTIVE MARKETING

December Issue/Volume 19, Number 12



FEATURES

Corporate Profiles 11
A look at the products and plans of key aftermarket suppliers.

Elixir	11
FloTool	12
Anes	17
Trico	18
Mopar	20
Quaker State	23
Crane Cams	24
Winner Int'l.	26
Valvoline	28
Tridon	30
NoTouch	32
Talsol	34
Kraco	36
QMI	39
DashMat	40
Audiovox	42
Petrolon	44
Dynatron/Bondo	46
Wagner	48
Hunting Specialty Products	51
Accurate	52
Krylon/Dupli-Color	54
TeleCheck	56
Prestige	58

DEPARTMENTS

Editorial	3	Reps	60
Detailing The Market	4	Ad Index	63
Market Lines	8	Reader Service Card	65
Products	59		

EDITORIAL STAFF
FAX (215) 964-4981

Steve Davis, Editor (215) 964-4395
Gail Krueger-Nicholson, Managing Editor
Philip Katcher, Business Editor
John Wirebach, Senior News & Feature Editor
Wendy Amplosk, Contributing Editor
Edward L. Kaufman, Contributing Editor (201) 567-6158
Bonnie Lynne Shannon, Editorial Assistant
Jake J. Smith, Creative Director
Mike Trinsey, Art Director
Sarah Frankson, Group Publisher (215) 964-4390

Chilton Officers:
Gary Ingersoll, President; Senior Vice President Publications, Richard D. Bay; Senior Vice President Operations/Administration, Donald W. Chestnut; Senior Vice President Books/Research, Ronald A. Hoxter; Vice President Finance, Christopher M. Savine.
Copyright 1990 Chilton Company

CHILTON COMPANY,
ONE OF THE CAPITAL CITIES/ABC PUBLISHING COMPANIES,
Diversified Publishing Group,
Robert G. Burton
President
825 Seventh Avenue
New York, NY 10019

AUTOMOTIVE MARKETING - ISSN 0193-3264. Published 12 times a year by Chilton Co., Chilton Way, Radnor, PA 19089. Chilton Co. is a division of American Broadcasting Companies Inc., New York, NY. Subscription prices (payable in advance) in the United States and U.S. possessions, $38 a year; Canada, $72 a year; Foreign, $72 a year. Single copies $3.50 each when available, U.S. only. SECOND CLASS postage paid at Wayne, PA 19087 and additional mailing offices. Postmaster, send Form 3579 to AUTOMOTIVE MARKETING, POB 2075, Radnor, PA 19089.

Permission to photocopy for internal use or the internal use of specific clients is granted by Chilton Company for libraries and other users registered with the Copyright Clearance Center (CCC) provided the base fee of $1 per copy of the article, plus 25-cents per page is paid directly to the CCC, 27 Congress St., Salem, MA 01970. Special requests should be addressed to the Editor.

Lubes Reach 5,000, But Growth Is Slower

The quick lube industry is basically healthy, even if growth has slowed somewhat.

Larry Northrup, executive director of the Convenient Automotive Service Institute, Bethesda, MD, which represents about 105 quick lube members with close to 2,000 quick lubes, called it simply "soft." Northrup said the reasons were many: "the national economy, real estate costs are up, financing has dried up, a wariness on dealing with savings and loans banks, the Jiffy Lube situation, and the big oil companies curtailed expansion plans." Still, Northrup said there was no downturn in the industry. "There are no massive failures and the leaders are still growing."

And The Leaders Are:

The industry leaders remain the retail oil companies: Pennzoil, Houston (Jiffy Lube), Quaker State, Oil City, PA (Minit Lube), and Valvoline, Lexington, KY (Instant Lube).

Jiffy Lube, largely owned by Pennzoil, Houston, runs about 1,050 lubes. This year, Pennzoil consolidated its control of Jiffy Lube, replacing founder Jim Hindman with new president and CEO J. Ronald Calabrese. In addition, the com-

A PROFILE OF QUICK LUBES

The Convenient Automotive Service Institute, Bethesda, MD, recently surveyed about 200 quick lube operators with more than 700 outlets in all parts of the country. Here is a profile of the typical quick lube.

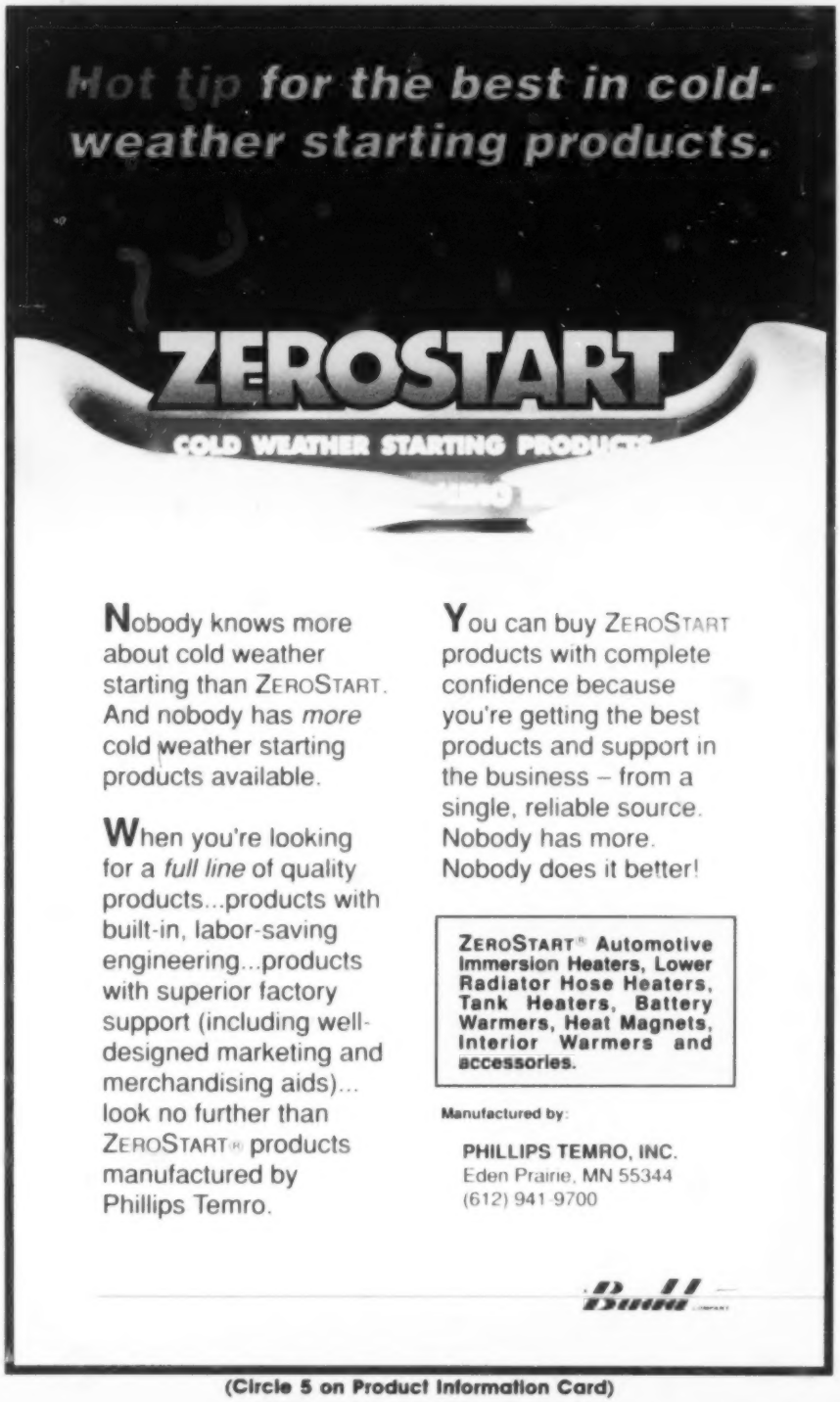
Typical Quick Lube	
3 bays	
4.2 years in business	
1.3 managers	
4.3 full time technicians	
1.9 part time technicians	
2.6 employees per position per year in annual turnover	

How It Adds Up	
Average starting pay:	$4.61/hour
Average labor cost per car:	$5.86
Average charge per car:	$25.06
Average basic lube, oil, filter change charge:	$21.22
Average cars serviced daily:	44.5
Average Daily Gross:	$1,115.17
Average total operating costs:	$242,000
Average Annual Sales:	13,870 gallons of oil
Average Annual Sales:	13,200 oil filters
Average Annual Sales:	4,000 air filters

Yearly Income	% Of Owners
Less than $100,000	13%
$100,000-$ 250,000	25%
$250,000-$ 400,000	38%
$400,000-$ 500,000	9%
$500,000-$1,000,000	15%
More than$1,000,000	1%

Pre-Tax Profits As % Gross Sales	% Of Owners
under 5%	27%
6-10%	21%
11-15%	22%
16-20%	21%
More than 21%	9%

Source: Convenient Automotive Service Institute


Hot tip for the best in cold-weather starting products.
ZEROSTART
COLD WEATHER STARTING PRODUCTS
Nobody knows more about cold weather starting than ZEROSTART. And nobody has more cold weather starting products available.
When you're looking for a full line of quality products...products with built-in, labor-saving engineering...products with superior factory support (including well-designed marketing and merchandising aids)... look no further than ZEROSTART® products manufactured by Phillips Temro.
You can buy ZEROSTART products with complete confidence because you're getting the best products and support in the business – from a single, reliable source. Nobody has more. Nobody does it better!
ZEROSTART® Automotive Immersion Heaters, Lower Radiator Hose Heaters, Tank Heaters, Battery Warmers, Heat Magnets, Interior Warmers and accessories.
Manufactured by:
PHILLIPS TEMRO, INC.
Eden Prairie, MN 55344
(612) 941-9700
(Circle 5 on Product Information Card)

pany has been assuming ownership from shaky franchisers and now owns about 200 Jiffy Lubes. In addition to Jiffy Lube, Pennzoil also supplies about 550 independent lubes.

By year end, the number two operator, Quaker State, will have about 470 Minit-Lubes up and running. Number three, Valvoline, will have almost 300 Valvoline Instant Oil Changes operating. Both foresee slower growth and an increased emphasis on profitability in 1991.

The largest independent, Grease Monkey, Denver, which franchises about 165 outlets and owns 12, almost sold out to 11-store Pit Stop Auto Centers, Oklahoma City. Pit Stop had raised $4 million for expansion with a July public offering. However, Grease Monkey president Art Sensenig said the two could not agree. Pit Stop president Tom Hays said Pit Stop will continue to seek additional locations.

While most all the oil companies have shown interest in the quick lube market, and many independent lubes have oil purchase contracts with major oil companies, only Texaco, Houston, actually has a large number of signed outlets. There are more than 200 Texaco Express Lubes now running. Texaco also unveiled a quick lube operation that can be appended to existing Texaco service stations.

New Car Dealers, Too

The largest quick lube growth in 1990 came from new car dealers. General Motors, Ford, and Chrysler all set up quick lube programs for participating dealerships. GM has close to 2,000 operating, Ford about 200 signed up, and Chrysler close to 500.

The National Association of Independent Lubes (NAIL), Dallas, which represents 362 members with about 500 stores, estimates the quick lube industry now has about 30% of the total installed market for oil changes and will gain a 50% market share by mid-decade. The total number of quick lubes (excluding car dealers) is about 5,000.

Environmental, governmental, and recycling issues got top consideration at both CASI and NAIL national conventions recently. Both Northrup and Tom Whennan, NAIL president, stressed that recycing and environmental issues could cripple the fast growing industry.

NAIL's Whennan said the industry is now selling quality and convenience rather than the 10-minute aspect of the business. "We're stressing service rather than speed. A lot of operators are finding additional services such as additive products and cleaners, radiator flushes, tune-ups, and car washes." ■

AUTOMOTIVE MINI-VAN
BUYERS:
NEW "INTERLOCKING" FLOOR LINER. INCREASES THE VERSATILITY OF THE "MINI-VAN"

DESIGNER LINER. MADE IN AMERICA

Designer Liner™ is a hi-tech, tough, polyethylene floor liner, designed to provide the protection for the expensive carpeted areas of today's Mini-Vans. This custom fitted, rugged, light weight floor liner converts the modern Mini-Van from a stylish "People Carrier" to a rugged "Cargo Carrier". The 4 light-weight sections with their patented "Interlock" system install without tools. All four or any combination of sections may be used to fit your needs. Custom fits Chrysler, Dodge, Plymouth, Ford, Chevrolet and GMC Mini Vans.

★ VERSATILITY ★ FLEXIBILITY ★ DURABILITY ★

For more information and a product brochure, call Don Patterson (609) 499-3232, FAX (609) 499-3233.

(Circle 6 on Product Information Card)

TRADE SHOWS

APAA Show Attracts 10,349 Buyers

No one in the industry need wonder about the viability of the Automotive Parts & Accessories Association (APAA) Show," Jim Thomas, APAA chairman, said following the October 23-25 event.

"The results of APAA 1990, held so closely on the heels of the Specialty Equipment Market Association (SEMA) Show, has made it abundantly clear now – if it wasn't before – that the APAA Show has secured its place in the mainstream of the automotive aftermarket," Thomas, of Maremont Corp., said.

Lots Of Buyers

Buyer attendence at APAA's Chicago event was 10,349 while total attendence reached 26,615. Among the attendees were more than 1,000 overseas buyers. By comparison, the 1990 SEMA Show, held two weeks earlier in Las Vegas, recorded 16,653 buyers and total attendence of 34,373.

A total of 809 exhibitors rented booth space at APAA, accounting for 2,461 booths or 246,100 square feet of McCormick Place North. This is a decline of about 110 exhibitors from the 1989 show when 920 exhibitors bought 2,625 booths. The all-time high APAA Show came in 1987 when 1,066 exhibitors occupied 2,963 booths.

Trade Show Future

APAA offered attendees a chance to vote on their preferences for future trade shows. Some 2,200 votes are now being analyzed and results will be released. Thomas stressed that APAA is still seeking a single industry show.

Thomas also noted that APAA is flexible and willing to discuss trade show issues. For example, while a Chicago show is APAA's preference, APAA realizes not everyone agrees with the preference, and that APAA alone cannot decide the issue, according to Thomas.

Thomas called for a public poll, sanctioned by all involved associations, to determine times and places for such a show. ■